

SOCIAL NETWORKS AND THEIR PLACE IN OUR LIFE

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Social network sites (SNSs) have the potential to fundamentally change the character of our social lives, both on an interpersonal and a community level.

In the past few years, social network sites have become integrated into the daily practices of millions of users, most visibly those of young people, but usage is rapidly spreading to older people and other groups. Like all “new” communication technologies, social network sites replicate features found in earlier communication tools. Social network sites allow us to digitally represent our connections with other users – meaning that we can use these sites to model our network of social relationships by requesting and accepting “friends” or “contacts”.

The potential for [computer networking](#) to facilitate new forms of computer-mediated social interaction was suggested early on. Efforts to support social networks via computer-mediated communication were made in many early online services (ex. Usenet, ARPANET). New social networking methods were developed by the end of the 1990s, and many sites began to develop more advanced features for users to find and manage friends. At testing to the rapid increase in social networking sites' popularity, by 2005, it was reported that [MySpace](#) was getting more page views than [Google](#). [Facebook](#), launched in 2004, has since become the largest social networking site in the World.

Companies have begun to merge business technologies and solutions, such as [cloud computing](#), with social networking concepts. Instead of connecting individuals based on social interest, companies are developing interactive communities that connect individuals based on shared business needs or experiences.

Social networking allows scientific groups expand their knowledge base and share ideas, and without these new means of communicating their theories might become "isolated and irrelevant". We also use social networks in educational process as a communicational tool.

But there is one great problem – it's a problem of privacy. Privacy concerns with social networking services have been raised growing concerns amongst users on the dangers of giving out too much personal information.

One more issue is psychological effect. As social networking sites have risen in popularity over the past years, people have been spending an excessive amount of time on the Internet in general and social networking sites in specific. It has led scientists to think about a new kind of addiction.

To sum up we should say that social networks have become an integral part of people's life. Despite some problems connected with communication via social networks, the usage of them continues to expand in everyday life as well as in business and scientific environments.